

# ECONOMIC BENEFITS



## History

From its founding in 1777 as California's first city, San José has been a leader; driven by its spirit of innovation. For more than a century, San José's history of cycling includes the production of the first mechanically pedaled bicycle in North America.



Today, San José is a host city for Amgen's Tour of California, has Northern California's only velodrome, and one of the nation's largest and growing network of trails and bikeways.

Visit [www.sjparks.org/trails](http://www.sjparks.org/trails) >  
"Reports" for source data

## Economy

Silicon Valley's largest employers rely on San José trails to attract and retain world-class talent.

"San José's trails are one of **Cisco Systems'** competitive advantages for retaining employees and reducing health care expenditures. Our Silicon Valley Campus is bordered by three trail systems, using trails to commute is an easy choice for many Cisco employees."  
- Christopher Thompson, Senior Director, Cisco Systems, Inc.

Sue Young started bike commuting after a friend challenged her on Bike to Work Day three years ago. Despite an ill-fitting bike, she got hooked anyway. At



45, the mother of two teenagers glows with strength and confidence. And it doesn't hurt that she works at **Sun Microsystems**, which encourages bicycle commuting and has a fitness center with showers at its Sunnyvale campus.

- San Jose Mercury News

*Trail Count* is conducted annually to assess trail usage. Nearly 1,000 people use the Guadalupe River Trail each workday, with 58% reporting that they are traveling to and from work.

San José's growing network of bikeways and trails contribute to commuter demand at Diridon Train Station. Caltrain has eliminated seats to make room for the increasing number of bicycle commuters and a bike sharing project is underway for 2012.

## Tourism Economy

Nearly 1,500 enjoy the Los Gatos Creek Trail on weekends according to Trail Count 2008.







The San Jose Business Journal identifies the Guadalupe River Trail as one of the City's top attractions. San José's tourism site (SanJose.org) features the City's trails as recreational destinations in its quarterly guide.

San José annually hosts 10 major events along the Guadalupe River Trail. These popular events each draw up to 150,000 attendees. Bike Valet Parking is offered by the Silicon Valley Bicycle Coalition at San José Blues Festival and Music in the Park.

## Healthy Economy

Studies show that walking or hiking a few times per week can improve a person's health and lower health care costs. A National Park Service study compared people who lead sedentary lifestyles to those who exercise regularly. Exercisers filed 14 percent fewer healthcare claims, spent 30



percent fewer days in the hospital, and had 41 percent fewer claims greater than \$5,000.

The anticipated national benefits of increased participation in physical

fitness include reductions in both the direct and indirect costs of illness and disease, improvement in lifestyle, and a reduction in geriatric costs.

The Active Living Network reports that nearly two-thirds of the American population is overweight or obese, and creation and improving places to be active can result in a 25% increase in the number of people who exercise at least three times a week.

The Outdoor Industry Foundation identifies in a 2006 study that use of trails is a gateway sport that encourages greater physical activity.



## Housing Economy

- According to the National Association of Home Builders, trails are the No. 1 amenity that potential homeowners cite when asked what they would like to see in a new community.
- Many Silicon Valley realtors and developers market homes based the adjacency to trails.
- The Trinity Glen Homes development in Willow Glen promotes its immediate proximity

to the future Three Creeks Trail.

- KB Homes built a portion of the Los Gatos Creek Trail as an amenity along its Monte Vista Community in downtown San José and featured it in its marketing materials.



## Bike-Friendly Conditions

- Over 300 sunny days per year
- About 14 inches of rain annually
- Average annual temperature is 57.1 degrees
- Level, valley-floor topography
- Linked to adventure cycling (Bay Area Ridge Trail, San Francisco Bay Trail)
- 38,000 bike commuters travel on 150-miles of on-street bikeways and 50 miles of off-street trails
- National Bicycle Friendly Community Award, League of American Bicyclists.



**Trail Program**

[www.sjparks.org/trails](http://www.sjparks.org/trails)